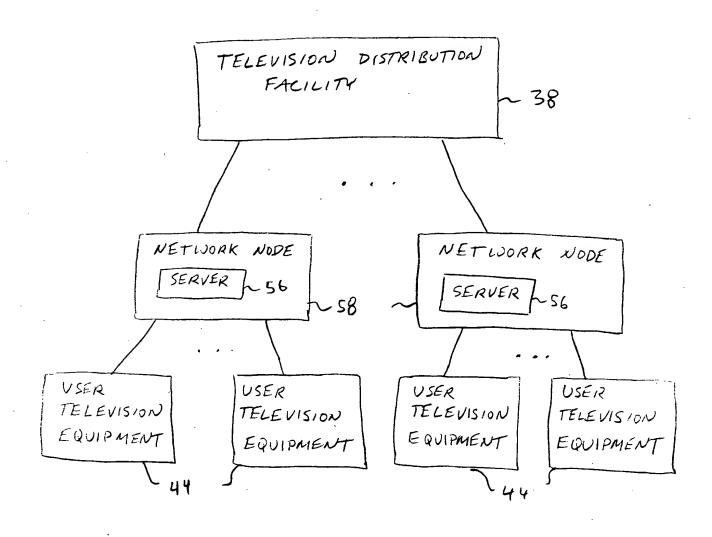


F16.1



F16. Z

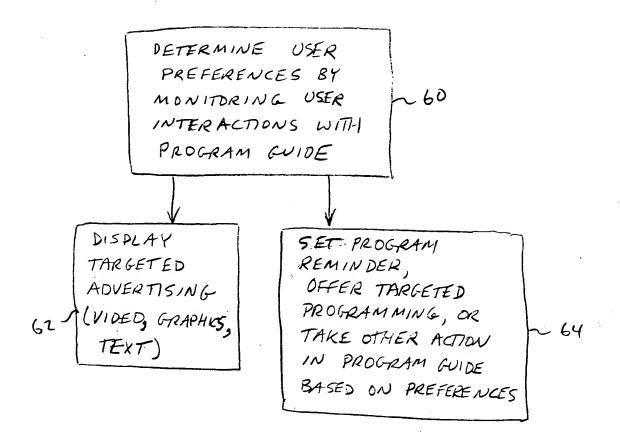


FIG. 3

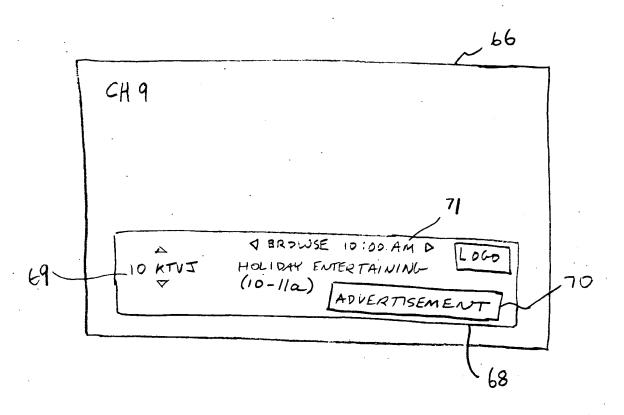
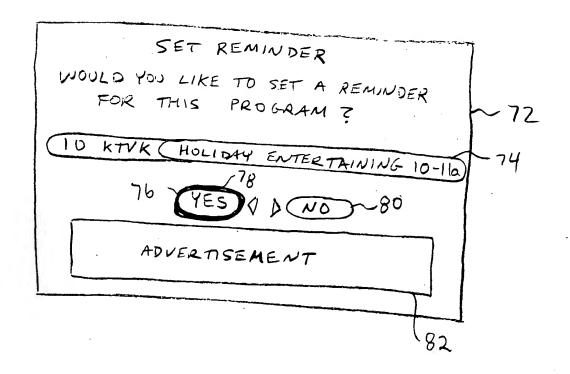
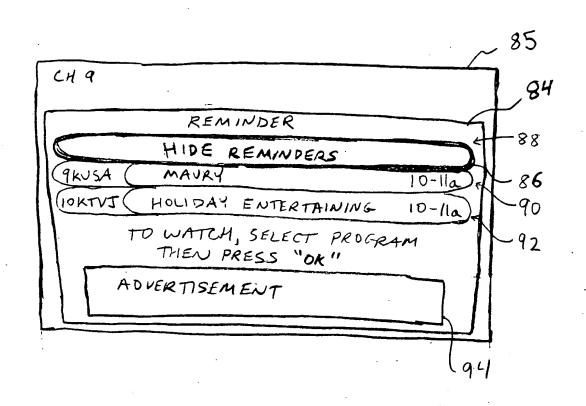


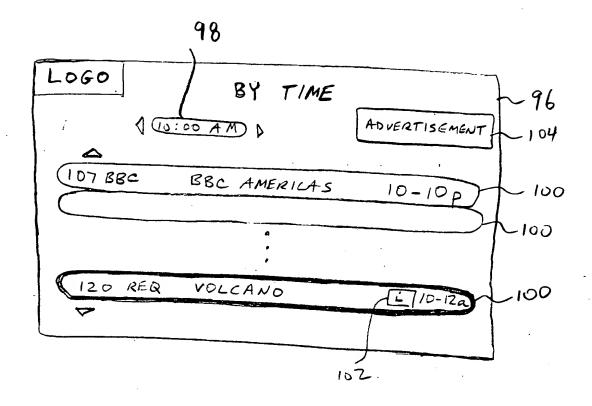
FIG. 4



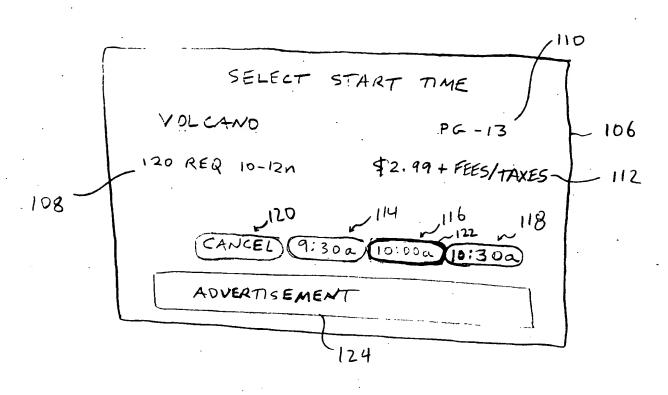
F16.5



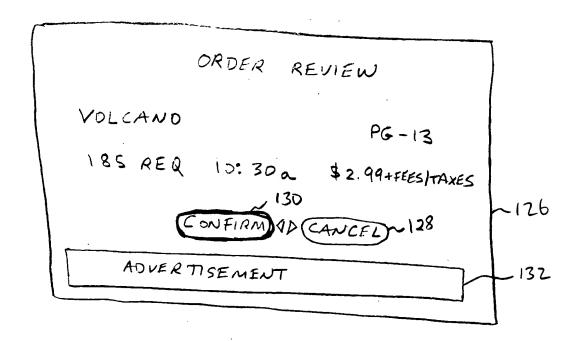
F16.6



F16.7



F16.8



F16.9

WOULD YOU LIKE TO WATCH

VOLCAND?

ITS ONLY \$ 2.99 + FEES I TAXES

138 2 136 140

TELL ME MORE 11 NO

ADVERTISE MENT

F16. 10

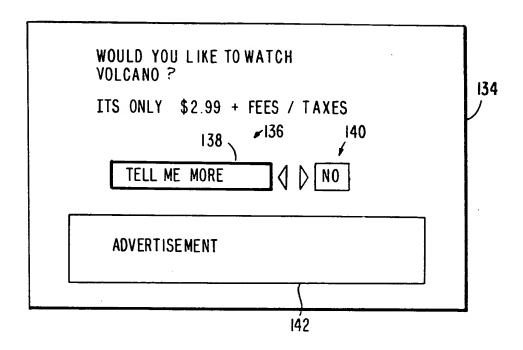
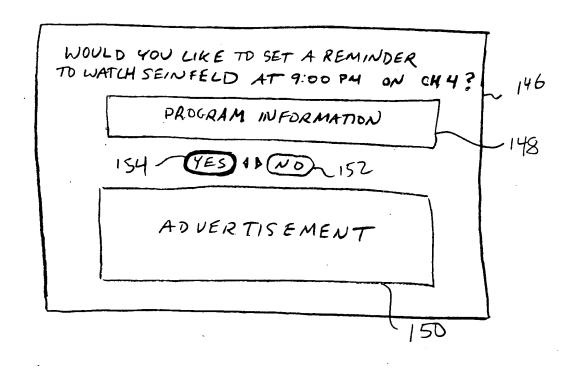
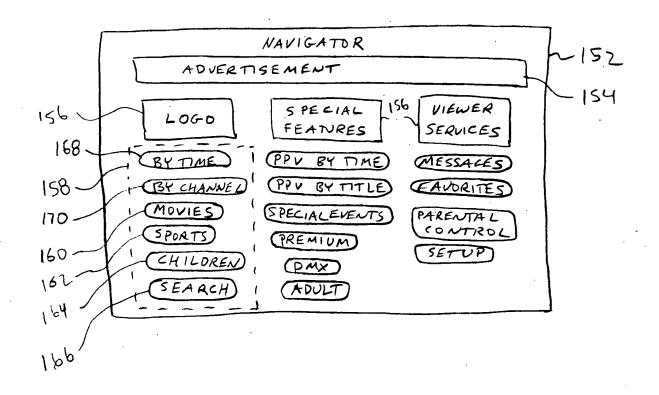


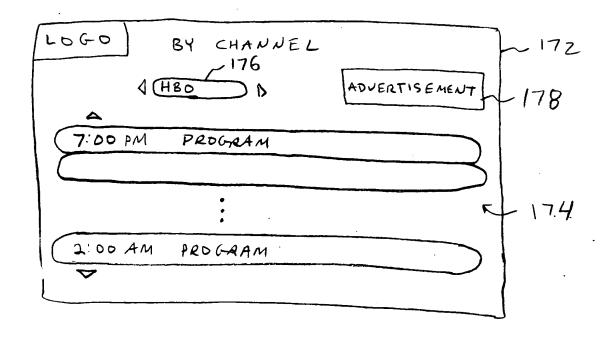
FIG. 10



F16. 11



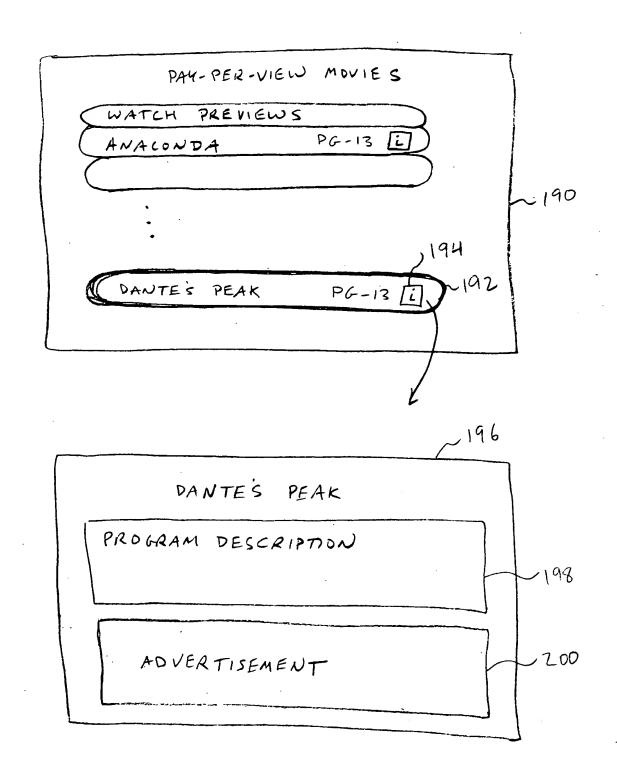
F16.12



F16.13

WOULD YOU LIKE TO WATCH	L060
DONKING: ONLY IN AMERICA	
PROGRAM INFORMATION	
ADVERTISEMENT	184

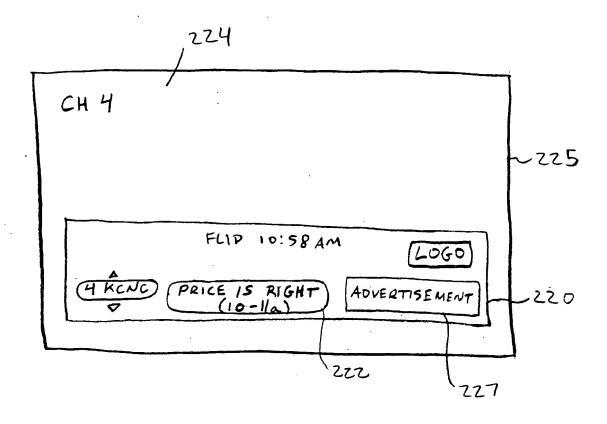
F16.14



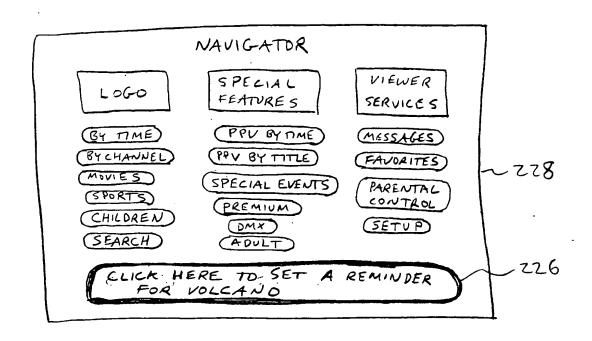
F1G. 15

MONITUR USER INTERACTIONS. ~218 WITH PROGRAM GUIDE
DETERMINE IF PROGRAM WATCHED FOR  MORE THAN A PREDETER MINED  AMOUNT OF TIME  ZOZ
BEEN SET FOR A PROGRAM 204
DETERMINE IF USER HAS  TAKEN STEPS TOWARD:  PURCHASING OR HAS ACTUALLY  PURCHASED A PROGRAM  ZOG
DETERMINE IF USER HAS TAKEN STEPS TOWARD RECORDING A PROGRAM 208
DETERMINE IF USER HAS SELECTED  CERTAIN CATAGORIES OF PROGRAMS  OF INTEREST  210
DETERMINE IF USER HAS VIEWED INFORMATION ON PROGRAMS AT A PARTICULAR TIME
DETERMINE IF USEIZ HAS VIEWED INFORMATION ON PROGRAMS ON A PARTICULAR CHANNEL
DETERMINE IF USER HAS DEFINED FAVORITES OR OTHER PREFERENCES INDICATIVE OF THE USER'S INTERESTS  216

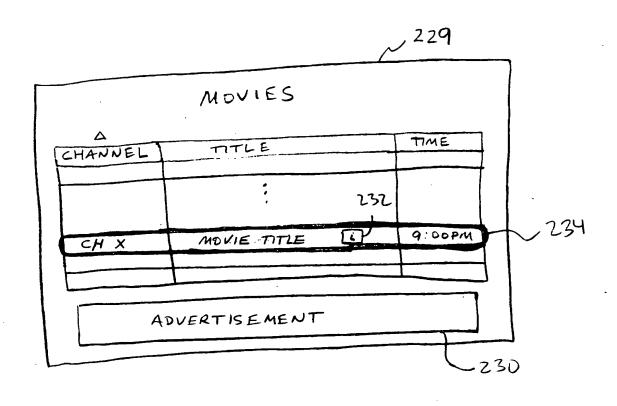
F16.16



F16.17



F16. 18



F16.19

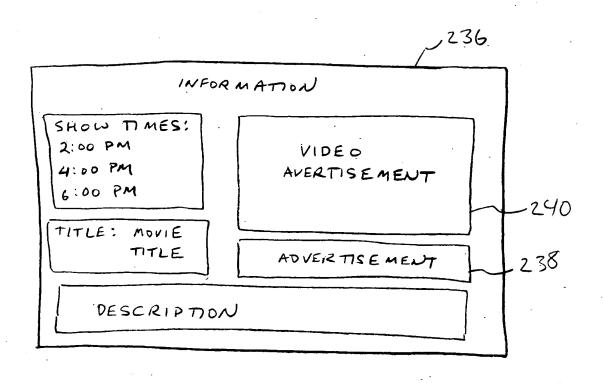


FIG. 20

		244	
4060	PPU MOVIES		
	ADVERTISE	MENT	-242
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СН	TITLE	TME	
	<b>'.</b>		
CH >	TITLE	TME	

F16.21

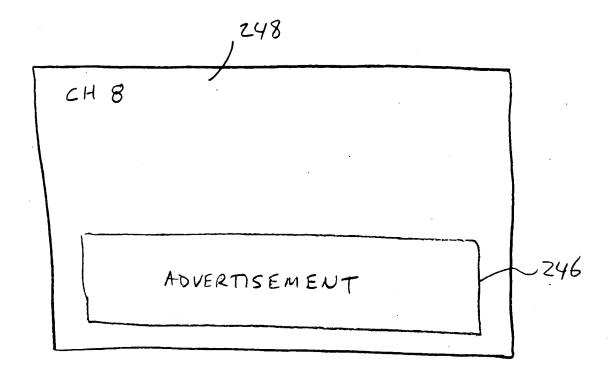


FIG. 22

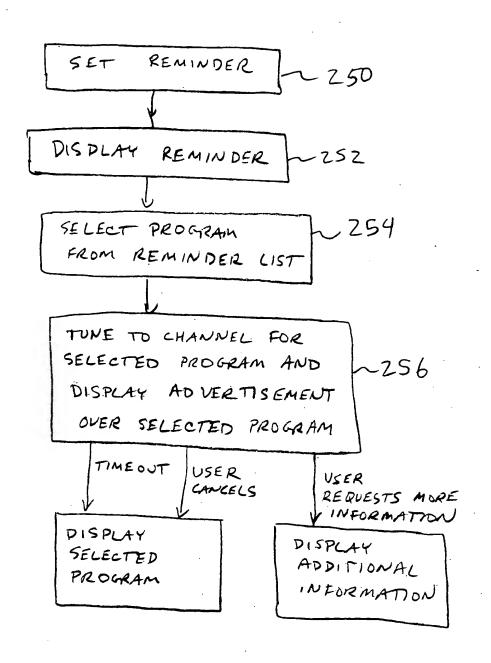


FIG. 23

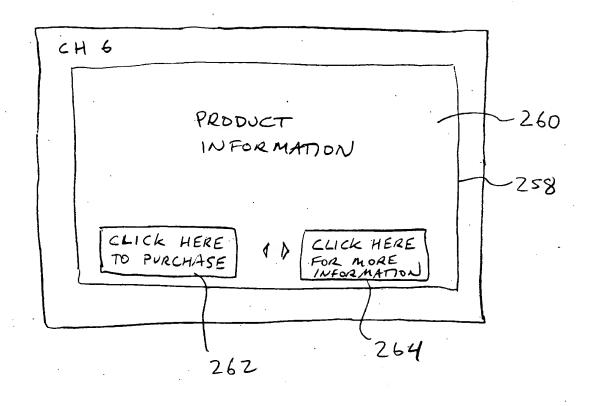


FIG. 24

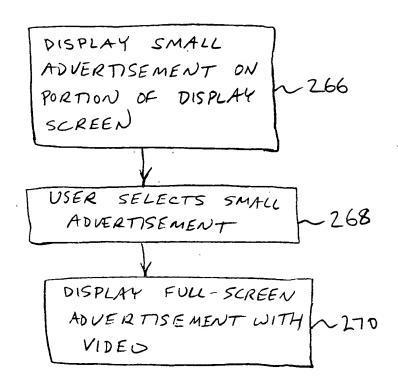
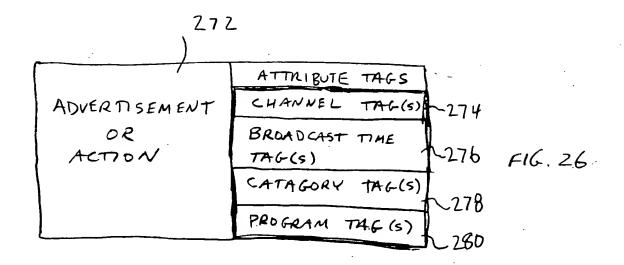
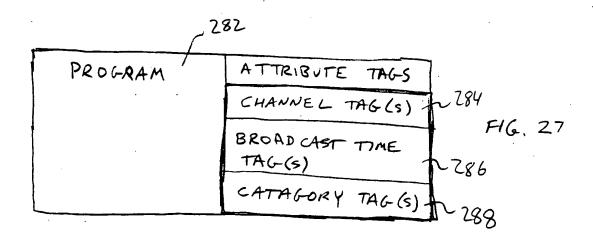


FIG. 25





DEPLOY MONITORING VERSION OF PROGRAM GUIDE ON STATISTICAL BASIS OR TO ALL USERS MONITOR WHICH ADVERTISEMENTS ARE 292 DISPLAYED AND WHICH ACTIONS ARE TAKEN TRANSMIT INFORMATION ON WHICH ADVERTISEMENTS -294 ARE DISPLAYED AND WHICH ACTIONS ARE TAKEN TO CENTRAL FACILITY ANALYSE STATISTICS 296

F16. 28

ADVERTISEMENT OR ACTION
IDENTIFIER

202 DATE AND TIME OF DISPLAY OR ACTION

LOCATION IN PROGRAM

GUIDE WHERE ADVERTISEMENT
WAS DISPLAYED ORACTION WAS
TRAKEN

REASONS THAT
CANSED PROGRAM GUIDE TO
DISPLAY ADVERTISEMENT
OR TAKE ACTION

F16. 29